

CRANBERRIES

A NATIONWIDE SURVEY ON CONSUMER ATTITUDES



CONSUMER ATTITUDES ABOUT CRANBERRIES

Introduction

Bold, healthy and versatile, cranberries make a persuasive case for belonging in American shopping carts. But how do U.S. consumers perceive the cranberry? How often do they purchase cranberry products, and why? How much of a role do the health benefits play?

This report answers those questions, based on responses from a nationwide survey on consumer attitudes about cranberries. Sponsored by the Cranberry Marketing Committee (CMC), and financially supported in part by the USDA Federal State Marketing Improvement Program through a cooperative agreement with the Massachusetts Department of Agricultural Resources and the Wisconsin Cranberry Board, the study occurred in April 2005.

Conducted by an independent research firm, the study includes 1,000 random telephone interviews, providing a sample that is consistent with the total American population. All respondents purchase at least half of their household groceries, and 83 percent purchase three-quarters or more of the household groceries. The study's margin of error is +/- 3.0 percent and its confidence interval is 95 percent.

For information on the health benefits of cranberries and recipes, please visit www.uscranberries.com.

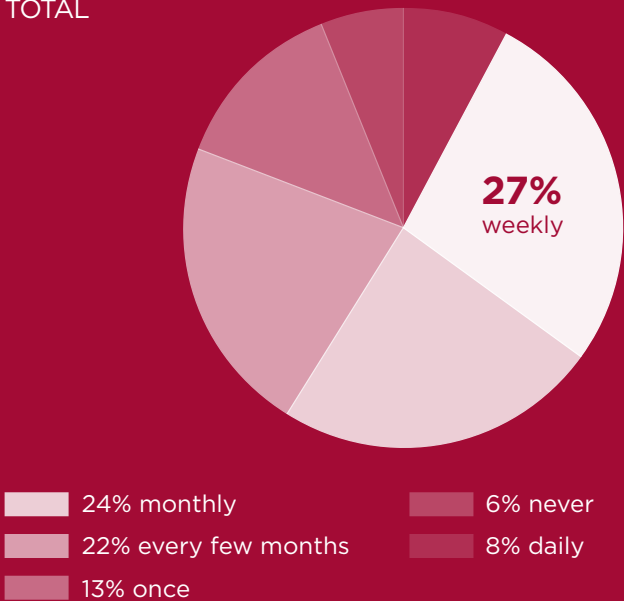
Cranberry Consumption

Americans know their cranberries. Approximately 79 percent of all U.S. consumers have purchased cranberry products at the grocery store in the last six months, and 90 percent have purchased cranberry products at some point in their lives. Among the total population, 59 percent purchase cranberry products once a month or more. And, people who specifically consume cranberry in juice form have a higher frequency rate, with 75 percent purchasing juice monthly or more.

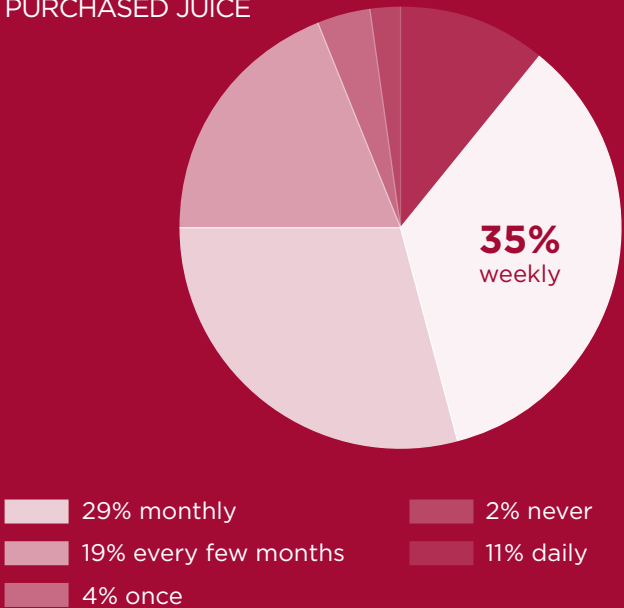


Frequency of Cranberry Purchases
in the Last Six Months

TOTAL

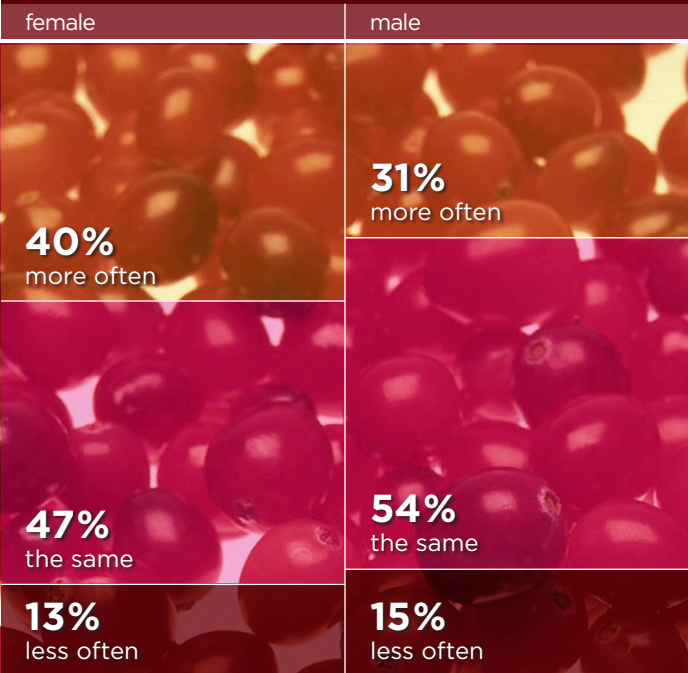


PURCHASED JUICE



Cranberry consumption is on the rise. More people are actively increasing cranberry consumption than decreasing it (38 percent vs. 13 percent, respectively), and women are more likely than men to have increased their consumption of cranberries.

Cranberry Consumption Compared to
Years Past *(by gender)*



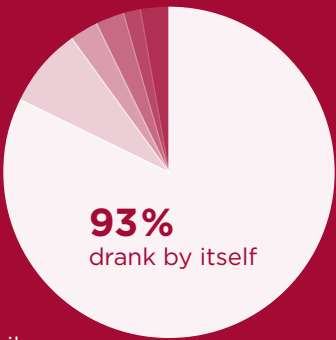
The likelihood of purchasing cranberries is influenced by gender, age and region of the country. Women are much more likely to have purchased a cranberry product in the last six months than men (76 vs. 24 percent), consistent with women being more likely to do the grocery shopping for their household overall. Consumers aged 55 and older are more likely to purchase cranberry products, as are those who live in New England or the West Coast. Income level, parental status and ethnicity do not play strong roles in determining usage.



Popular Uses for Cranberry Juice

TOTAL

note: multiple responses result in statistics exceeding 100%



- 9% added to alcohol/cocktails
- 3% added to punch
- 3% added to sparkling water
- 2% added to smoothies
- 3% other

Usage of Cranberry Product Forms

Cranberry juice is the most common form purchased at the grocery store (61 percent of cranberry product purchases). Cranberry juice drinkers are also the most frequent cranberry consumers overall. Most do not mix the juice with other beverage products, preferring to drink the juice by itself.

Turning to other cranberry products such as sweetened dried cranberries, cranberry sauce and fresh or frozen whole cranberries, consumers report a variety of recipe-oriented uses. They use non-juice products primarily for snacks, salads, adding to breads or muffins, and turning into relishes or spreads. Fewer consumers use cranberries for adding to cereals, baking in pies or tarts or adding to granola. Reasons for

How Consumers Use the Cranberry Products They Purchase *(by age)*

	Total%	18-34 %	35-54 %	55+ %
Eat by themselves as a snack	30	29	37	24
Turn into relish/spread	27	16	25	34
Add to breads or muffins	23	23	22	25
Add to salads	23	23	25	21
Add to drinks	10	10	14	6
Add to cereal	8	4	7	12
Add to pies or tarts	8	14	5	8
Add to granola or other mixes	5	9	5	2



cranberry consumption include taste, health benefits, liking a variety of beverages, and enjoying the fact that cranberries are not “too sweet.” Cranberries’ pleasantly tart taste is an advantage to those who dislike very sweet beverages.

Younger adults seek cranberry products that are very easy to prepare, rather than using cranberry ingredients in complicated recipes. They also are less likely to choose traditional uses, such as making a cranberry relish, in favor of more contemporary approaches like snacking on dried cranberries out of hand. Consumers in the 35 to 54 age range with children who eat cranberries are also more likely to have cranberries by themselves as a snack.



Consumers are most likely to name cranberry juice as the type of cranberry product they will purchase over the next six months (67 percent). Results are higher (72 percent) when examining just the 18 to 34 year old population. Seniors (aged 55+) drive sales of cranberry sauces and relishes into second place at 46 percent. Other frequent answers include products with whole cranberries such as muffins, dried cranberries, fresh or frozen cranberries, light cranberry juice and specialty products like cereals, barbecue sauces and mustards.

Future Cranberry Consumption: Likely Purchases in the Next Six Months <i>(by age)</i>	Total %	18-34 %	35-54 %	55+ %
Cranberry juice	67	72	66	66
Cranberry sauce/relish	46	34	43	56
Products with whole cranberries such as muffins	31	26	33	32
Dried cranberries	26	21	29	25
Fresh or frozen cranberries	26	17	26	31
Light cranberry juice with reduced calories, carbs and sugars	25	21	26	27
Specialty cranberry products such as cereals, BBQ sauces, mustards or others	21	18	26	17

Health’s Role in Cranberry Consumption

Health benefits are a major factor driving increased consumption. Among the total population, 63 percent have consumed cranberries for their health benefits. Among those increasing their frequency, 74 percent do so for health benefits.

Those using cranberries more often are also more likely to be aware of the health benefits, suggesting an advantage in increasing the awareness of health benefits. Nearly half of all consumers are aware of the UTI prevention benefit (49 percent), and women are even more likely to be aware of it (53 percent).

All women surveyed and men over 35 are likely to have recently increased cranberry consumption, likely due to the health benefits. Consumers aged 55-64 are even more likely to have increased cranberry consumption, and are very interested in staying healthy as they age. Households with children also tend to be very interested in the health benefits of cranberries.

Those who recall seeing information about the health benefits of cranberries are most likely to name magazine articles (38 percent) and



television ads (33 percent) as the sources of that information. Weekly consumers are more likely than infrequent consumers to report seeing cranberry health information in print or on the Web.

Consumer Awareness of Health Benefits *(by gender)*

	Total	Male	Female
Help prevent urinary tract infections	49	37	53
Contain more antioxidants than most commonly eaten fruits	11	9	12
Vitamin C/vitamins	5	3	5
Reduce ulcers & other intestinal problems	5	4	5
Good for kidneys	4	2	5
Contribute to heart health	4	5	3
Fight bacteria	3	3	3
Reduce risk of certain types of cancers	2	2	1
None/don't know	32	44	27

Power of the Health Professional's Advice

Consumers feel that information from a medical professional about the health benefits of cranberries is most likely to increase their consumption. This is the single greatest motivator, at 64 percent for both men and women. A health professional's opinion is slightly more influential to consumers with children than those without children (69 vs. 61 percent).

Other significant motivating factors for consuming cranberries include learning about cranberries through the media and trying samples at the grocery store. Consumers say they are most interested in heart health (60 percent), cancer prevention (59 percent), anti-aging (57 percent), fighting bacteria (56 percent) and oral health (51 percent).

Cranberries for the Holidays

While cranberries offer year-round health benefits and most consumers eat them throughout the year, cranberries will always have a special place on the holiday table. In fact, 88 percent of Americans include cranberries in their Thanksgiving celebrations every year.

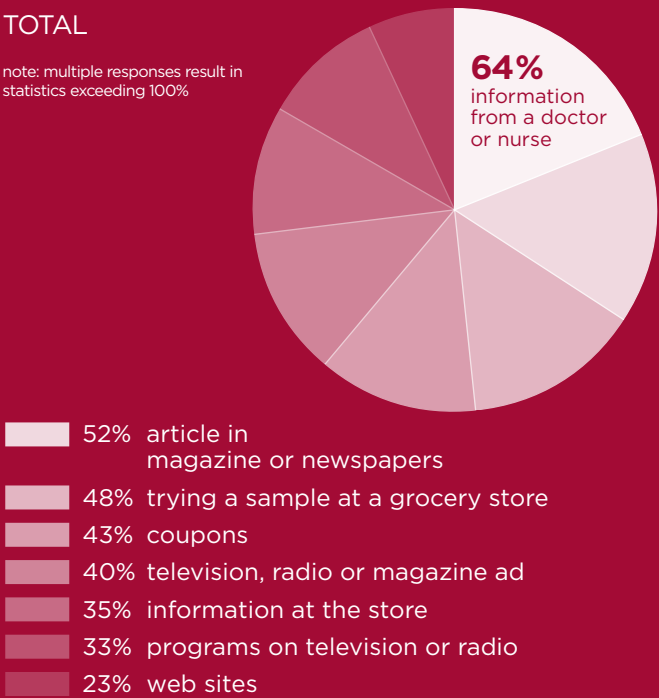
Cranberries Pack a Punch with Health Benefits

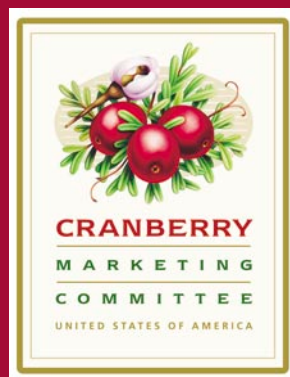
Cranberries possess powerful bacteria blocking properties that may help prevent urinary tract infections (UTIs), some stomach ulcers and even gum disease. Additionally, as a rich source of antioxidants, they may help protect against heart disease and cancer. Consumers have many good reasons to incorporate cranberries into their daily diet.

Sources of Motivation for Increasing Cranberry Consumption in the Future

TOTAL

note: multiple responses result in statistics exceeding 100%





www.uscranberries.com

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